WHAT IS CLAIMED IS:

1. In a computer system, a method comprising:

maintaining information associating a merchant with a

5   region in which the merchant provides service and in which the

merchant does not include a physical location;

receiving a request directed to the region; and

returning information regarding the merchant according to

the information associating the merchant with the region.

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2. The method of claim 1, wherein maintaining

information associating the merchant with a region comprises

writing an entry into a database including information about

the region and information about the merchant.

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3. The method of claim 1, further comprising returning

additional information regarding the merchant providing

service to the region but not having a physical location in

the region.

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4. The method of claim 3, wherein the additional

information comprises text.

5.   The method of claim 3, wherein the additional information comprises a glyph.

6.   A computer-readable medium having computer-executable instructions for performing the method of claim 1.

7.   The method of claim 1, wherein the region comprises a ZIP code or a set of ZIP codes.

8.   A computer-readable medium having stored thereon a data structure, comprising:

a first data field containing data representing information about a merchant; and

a second data field associated with the first data field and containing data representing a region in which the merchant provides service and in which the merchant does not include a physical location.

9.   The data structure of claim 8, further comprising a third data field, associated with the first data field, and including information regarding the merchant providing service to the region but not having a physical location in the region.

10. The data structure of claim 9, wherein the third data field comprises text that described the fact that the merchant providing service to the region but does not have a physical location in the region.

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11. The data structure of claim 9, wherein the third data field comprises a glyph that indicates that the merchant providing service to the region but does not have a physical location in the region.

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12. A computer-readable medium having stored thereon a data structure, comprising:

a first data field containing data representing information about a merchant; and

15   a second data field associated with the first data field and containing data representing information regarding the merchant providing service to a region but not having a physical location in the region.

20   13. The data structure of claim 12, wherein the second data field comprises text that described the fact that the merchant providing service to the region but does not have a physical location in the region.

14. The data structure of claim 12, wherein the second data field comprises a glyph that indicates that the merchant providing service to the region but does not have a physical location in the region.

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15. A method in a computer system, comprising:

submitting a search query directed to businesses, the search query including a designation of a region;

receiving a business listing in response to the search
10 query, the business listing being associated with a merchant that provides service to the region but does not have a physical location in the region; and

receiving, along with the business listing, information regarding the fact that the merchant services the region but
15 does not have a physical location in the region.

16. The method of claim 15, further comprising displaying the information along with the business listing.

20 17. The method of claim 15, wherein the information comprises text.

18. The method of claim 15, wherein the information comprises text and a glyph.

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19. The method of claim 15, wherein the information comprises a glyph.

5   20. A computer system comprising:

a data store for maintaining information about merchants that provide service to a region and that do not include a physical location in the region;

data entry tools for entering the information in the data

10   store;

an application programming interface for ensuring that the information is stored with each merchant entered by the data entry tools.